

City of Columbus Early Childhood Obesity Prevention Coalition

Steering Committee

_____ Working Group 2

_____ Working Group 1

 X Full Coalition

Date: July 27, 2010 Time: 10:00 am – 11:30 am

Location: Columbus Public Health
Meeting Room 119E
240 Parsons Ave.
Columbus, Ohio 43215

Chairperson: Autumn Trombetta MS, RD, LD

Facilitator: Cheryl Graffagnino MS, RD, LD

Attendees: Grace Kolliesuah (CPH-Caring for 2), Carol Smathers (OSU PRC), Phyllis Pirie (OSU CPH/PRC), Penny Carroll (COAT program), Sheila Anderson (WIC), Dawn Sweet (WIC), Doug Wolf (NCH), Sharon Soliday (CPH-Caring for 2), Sheri Sheterom (CPH-Caring for 2), Pat Riederer (OSU Extension - EFNEP), Valerie White (OSU Extension – EFNEP, Christine Green (CPH – Healthy Places), Jenni Steckowski (CPH – CDC Apprentice), Mary P (Patty) Conway (CPH-Caring for 2)

Meeting at-a-glance:

- New member introductions
- Program updates shared
- Steering Committee Update-Finalizing the Plan
- Social Marketing and Education Review
- Setting the Example- What we need to promote policy in our organizations
- Building our Baseline Assessment

Meeting Outcomes:

- Sheila (WIC) can assist in recruitment for OSU PRC from their database based on the zip codes identified (05, 06, 07).
- Coalition brainstormed to formulate helpful resources to assist in implementing policy. Results from that brainstorm were 1) A written sample policy 2) Resources/champion-someone to monitor and ensure policy implementation 3) A step-by-step guide on how to implement policy.
- The Business Case for Breastfeeding: Steps for Creating a Breastfeeding Friendly Worksite developed by the Health Resources and Services Administration can serve as a guide. Autumn Trombetta has a copy to share or it can be accessed at <http://www.womenshealth.gov/breastfeeding/government-programs/business-case-for-breastfeeding/index.cfm>
- Phyllis Pirie (OSU PRC) and Doug Wolf (Nationwide Children's Hospital) volunteered to help develop a plan for baseline assessment and evaluation.

Next Steps:

- Next meeting: Tuesday August 31, 2010 10:00am -11:30am at Columbus Public Health, Room 119E.

Meeting Notes:

Agenda Item 1

Autumn Trombetta welcomed the group.

New Attendees:

CDC

Jenni Steckowski – CDC Public Health Apprentice

- Employed by CDC to assist Autumn Trombetta with Healthy Children, Healthy Weights for one year. She will be assessing the current City policies and practices and writing recommendations for the City based on the IOM and CDC reports on childhood obesity prevention.

Doug Wolf – Nationwide Children’s Hospital

- NCH is working on a 5 year strategic plan for obesity prevention which includes interventions starting during pregnancy through the age of 18 years. Their interventions will be targeted in the neighborhoods surrounding NCH.

Agenda Item 2:
Program Updates:

<i>Partner/Organization</i>	<i>Supporting Breastfeeding</i>	<i>Supporting Physical Activity</i>	<i>Supporting Healthy Eating</i>	<i>Increasing Screening and Referral</i>	<i>Other</i>
<i>Autumn Trombetta (CPH)</i>	On August 7 th there will be a breast feeding awareness event at Goodale Park from 9-11:30am.		Children's Hunger Alliance is having a Family Fun 5k run to take place at the Church at Mill Run in Hilliard August 19 th .		CPH has been approved for 2 CDC apprentices for 2010/2011. Year 1: apprentice will utilize CDC and IOM childhood obesity prevention plans to assess City policies. A plan for the City to meet these recommendations will be developed and implemented through year 2.
<i>Grace Kolliesuah (CPH – Caring for 2)</i>					The Healthy Weights Program has been initiated and is moving along well.
<i>Carol Smathers Phyllis Pirie (OSU PRC)</i>		Still recruiting sites and parents of preschoolers for focus groups to identify remaining barriers to healthy eating and physical activity for children in target neighborhoods <ul style="list-style-type: none"> o offering \$25 gift card for participation o Focusing on zip codes 43205, 43206, and 43207. 			

<i>Partner/Organization</i>	<i>Supporting Breastfeeding</i>	<i>Supporting Physical Activity</i>	<i>Supporting Healthy Eating</i>	<i>Increasing Screening and Referral</i>	<i>Other</i>
<i>Sheila Anderson (WIC)</i>		August clinic education will emphasize an hour a day to play and decreased screen time.	1) July nutrition education modules in clinics focused on “water first for thirst” and reducing sugar sweetened beverages. 2) First Farmer’s Market will be held on July 29, 2010. WIC will distribute an additional 275 vouchers for a total of 5000 vouchers at \$15 each for produce. Last year there was a 92% redemption rate. 21 farmers will be at this year's FM. 3.) Upcoming farmer’s markets include August, 5 th and 12 th .		
<i>Valerie White (EFNEP Caretaker Education Program)</i>		Recruitment efforts remain ongoing. Classes are offered in English, Spanish and Somali.			
<i>Pat Reiderer (EFNEP Education for Pregnant Women)</i>	All instructors are certified lactation counselors and breastfeeding promotion is included in the curriculum.				

Agenda Item 3:
Social Marketing and Education Campaign Review

Last month we started reviewing existing social media/market campaigns:

YMCA of Central Ohio – Bobbi Westenheffer

- ☐ YMCA sponsors “Healthy Kids Day” on or around April 12th annually. The event promotes physical activity and healthy eating.

Action for Children – Betsy Loeb

- ☐ Action for Children promotes physical activity, healthy eating and getting kids outdoors through their curriculums for early childhood educators.

Leave No Child Inside – Betsy Loeb

- ☐ Grassroots effort to get kids outdoors
- ☐ Weekly e-mail updates – subscribe at www.kidsandnature.org
- ☐ MD’s writing prescriptions for children to play outside

Local Matters – Noreen Warnock

- ☐ Local Matters Newsletter
- ☐ Social Media – Twitter and Facebook
- ☐ Healthy Living Blogs
- ☐ Community Engagement processes, prioritization – the broader picture
- ☐ Outdoor learning environments and food production gardens at Central Ohio Schools

This meeting noted these existing campaigns:

Healthy Children, Healthy Weights – Autumn Trombetta

- ☐ This is a social marketing campaign for obesity prevention in childcare centers and uses the “train the trainer” training method.
- ☐ This is a 6 week parent outreach campaign with 6 key messages and corresponding parent handout with no rigid structure to the campaign.

WIC’s An Hour a Day to Play –Dawn Sweet

- ☐ Nutrition education modules
- ☐ Giving out hula hoops

Agenda Item 4:

Setting the Example

Within our group what resources are needed to get our own organizations to tackle policy?

Responses included:

- ☐ having written sample policies that provide guidance
- ☐ need to have a resource/champion
- ☐ A step by step guide on how to implement policy would be helpful
- ☐ high-level management buy-in is essential because implementing policies costs money

- need to place social media campaigns in locations where pregnant women are in order to deliver our message.
- Potential places to deliver our messages include:
 - Neighborhoods
 - Markets
 - Churches
 - Hair salons
- language is a big issue because we have ample social marketing campaigns in English but are lacking in languages such as Spanish and Somali

Agenda Item 5:

Building our baseline assessment

Cheryl posed the question “What is the best way to effectively count the policies in place?”

Dr. Phyllis Pirie (OSU PRC) and Doug Wolf (NCH) volunteered to help with develop a plan for baseline assessment and ongoing evaluation.